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**MEMORANDUM**

TO: Erie County Retailers

FROM: Constance K. Barrella   
President & CEO

RE: Erie County Self-service Display Ban  
County Executive Public Hearing - May 21

DATE: May 13, 1997

A public hearing on the recently-passed self-service display ban in Erie County has been scheduled by County Executive Gorski for 10:00 a.m., 16th Floor, Rath Office Building, 95 Franklin Avenue, Buffalo, New York.

The County Executive is hosting this hearing to solicit public input on the bill prior to his signing or vetoing. **Lurge all Erie County retailers to attend this hearing to express their opposition to this ban.**

This proposal represents a direct loss of advertising revenue to every retailer of tobacco products as well as an attempt by government to regulate the free marketplace.

You must attend this hearing to make these key points:

- Self-service displays do not promote youth smoking
- A ban on self-service displays will represent a direct loss to your bottom line, meaning possible layoffs, reduced revenue which translates into fewer raises and incentives, slowed expansion of physical facilities
- As a member of NYACS, you support "We Card" training programs for clerks, which is truly the most effective way to ensure responsible tobacco sales.

Please call me at (518) 478-0560 if you will be at this hearing. I appreciate your support in this important matter.

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